

**Great American Media**      **Democratic Congressional Cpgn Comm/ Issue**  
 1010 Wisconsin Avenue NW      **Submission Number 281 Issue 5**  
 Washington DC 20007



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

**PHONE (919) 836-1717 FAX (919) 836-1747**

<b>Client:</b>	Democratic Congressional Cpgn Comm/ Issue	<b>Submission Cost:</b>	24325	<b>Campaign Ref:</b>	E:120525032
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	11/14/1192	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/12/12	<b>Weeks:</b>	3	<b>Order Ref:</b>	06147296
<b>Est./PO Number:</b>	06147296	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Dccc	<b>Booking Group:</b>	WNCN	<b>Key Market:</b>	Raleigh-Durham, NC
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total
1	M-F 1135p ET / 1035p CT Tonight Show .TWTF.. Isolations: W/C 11/05 M.....	03	170	30 Comme	Nbr of Spots	4		4
2	M-F 4p Ellen .TWTF.. Isolations: W/C 11/05 M.....	04	175	30 Comme	Nbr of Spots	4		4
3	M-F 5p Judge Judy .TWTF.. Isolations: W/C 11/05 M.....	03	215	30 Comme	Nbr of Spots	4		4
4	M-F 530p Judge Judy .TWTF.. Isolations: W/C 11/05 M.....	03	250	30 Comme	Nbr of Spots	4		4
5	M-F 6p News .TWTF.. Isolations: W/C 11/05 M.....	03	305	30 Comme	Nbr of Spots	4		4
6	M-F 6a News .TWTF.. Isolations: W/C 11/05 M.....	04	210	30 Comme	Nbr of Spots	4		4
7	M-F 7a Today Show .TWTF.. Isolations: W/C 11/05 M.....	03	550	30 Comme	Nbr of Spots	4		4
8	M-F 730p Extra .TWTF.. Isolations: W/C 11/05 M.....	04	200	30 Comme	Nbr of Spots	1		1
9	M-F 9a Today Show II .TWTF.. Isolations: W/C 11/05 M.....	03	240	30 Comme	Nbr of Spots	2		2
<b>Weekly Totals: Total Spots(Ord Spots)</b>					43	6		49
<b>Closed PR</b>					4			4

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 1010 Wisconsin Avenue NW Submission Number 281 Issue 5  
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 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

<b>Client:</b> Democratic Congressional Cpgn Comm/ Issue	<b>Submission Cost:</b> 24325	<b>Campaign Ref:</b> E:120525032
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 14 / 1192	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/12/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06147296
<b>Est./PO Number:</b> 06147296	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
10	M-Su 11p News ..TWTFSS.. Isolations: W/C 11/05 M.....	04	475	30 Comme	Nbr of Spots	3		3	
12	Sat 7a Today Show .....S.	03	200	30 Comme	Nbr of Spots	1		1	
14	Sun 6p News .....S	03	200	30 Comme	Nbr of Spots	1		1	
15	Sun 8a Today Show .....S	03	200	30 Comme	Nbr of Spots	1		1	
16	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	04	6500	30 Comme	Nbr of Spots	1		1	
17	M-F 4p Ellen ..T.....	04	175	30 Comme	Nbr of Spots	1		1	
18	M-F 6a News ..T.....	04	210	30 Comme	Nbr of Spots	1		1	
20	M-F 5p Judge Judy M.....	03	215	30 Comme	Nbr of Spots	1		1	
21	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots	1		1	
22	M-F 9a Today Show II M.....	03	240	30 Comme	Nbr of Spots	1		1	
23	M-Su Late News Late Run .....S	05	615	30 Comme	Nbr of Spots	1		1	
<b>Weekly Totals:</b> Total Spots(Ord Spots)					43	6		49	
Closed PR					4			4	

**Great American Media**      **Democratic Congressional Cpgn Comm/ Issue**  
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**PHONE (919) 836-1717 FAX (919) 836-1747**

<b>Client:</b> Democratic Congressional Cpgn Comm/ Issue	<b>Submission Cost:</b> 24325	<b>Campaign Ref:</b> E:120525032
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11/14/1192	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/12/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06147296
<b>Est./PO Number:</b> 06147296	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	11/12	Total	C
24	Wed 9p ET / 8p CT Law & Order SVU MTWTFSS Isolations: W/C 10/29 ..W....	05	1700	30 Comme	Nbr of Spots 1			1	
25	Thu 8p ET / 7p CT 30 Rock MTWTFSS Isolations: W/C 10/29 ...T...	02		30 Comme	Nbr of Spots Closed PR 1			1	
26	Sat 7p News .....S.	04		30 Comme	Nbr of Spots Closed PR 1			1	
27	Sun 10a Meet The Press .....S	01	1615	30 Comme	Nbr of Spots 1			1	
28	Fri 10p ET / 9p CT Dateline NBC Friday MTWTFSS Isolations: W/C 10/29 ....F..	02		30 Comme	Nbr of Spots Closed PR 1			1	
29	Sun 8a Today Show MTWTFSS Isolations: W/C 10/29 .....S	03	200	30 Comme	Nbr of Spots 1			1	
30	Fri 10p ET / 9p CT Revolution MTWTFSS Isolations: W/C 10/29 ....F..	02		30 Comme	Nbr of Spots Closed PR 1			1	
31	M-F 7a Today Show .T.....	03	650	30 Comme	Nbr of Spots 1			1	
32	Fri 10p ET / 9p CT Dateline NBC Friday ....F..	02	1800	30 Comme	Nbr of Spots 1			1	
<b>Weekly Totals: Total Spots(Ord Spots)</b>					43	6		49	
<b>Closed PR</b>					4			4	

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
25	Thu 8p ET / 7p CT 30 Rock	:30 Commercial	10/29/12	Closed Pre Emption	2,870.00	No Makegood / Credit	0000000000	E:120525032

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
26	Sat 7p News	:30 Commercial	10/29/12	Closed Pre Emption	150.00	No Makegood / Credit	0000000000	E:120525032
28	Fri 10p ET / 9p CT Dateline NBC Friday	:30 Commercial	10/29/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120525032
30	Fri 10p ET / 9p CT Revolution	:30 Commercial	10/29/12	Closed Pre Emption	0.00	32 (11/02)	0000184973	E:120525032

Grand Totals

		Month 11 Weeks: 4						
		10/29	11/05	11/12				
	Totals	49	43	6				
	Spots							
	Cost	24325	22635	1690				

Grand Totals:

Spots:	49
Gross Total:	24,325.00
Commission:	3,648.75
Net Total:	20,676.25



REP HEADLINE# 6147296 TRF# E:120525  
\$\$\$ MOD# 3: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM STATION

NOV6/12 10.35  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/DCCC  
AGY # AGY. NAME GREAT AMERICAN MEDIA

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME MIKE FURMAN

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6147296 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1192 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV6/12 10.35

REP: REVISED ORDER  
ZEROED LNS 11, 14  
ADDED LN 29  
NEW TTL 24325  
PLS CFM  
THANKS, MIKE FOR MICK

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
STATION MAKEGOOD OFFERS:

M6 OK'D BUY#14 MISSED: SUN/1130P-1205A NOV4 30S \$615.00 (NOV6/12)  
OFFER: SUN/1140P-1215A NOV4 30S \$615.00 PLS ADVISE.

CMT: LATE RUN NOTICE: D/T NFL RAN OVER - NEWS AIRED 11:40PM-12:15AM  
CMT: SPOT AIRED IN NEWS AT 12:13AM

M7 OK'D BUY#11 MISSED: SAT/700P-730P NOV3 30S \$150.00 (NOV6/12)  
OFFER: NONE

CMT: PROGRAM DID NOT AIR 11/3 D/T SPORTS RAN OVERTIME - ALL 7P NEWS SPOTS  
CMT: PE'D - CREDIT AS FLT IS OVER

CONTRACT TOTAL 24325.00  
TOTAL SPOTS 49



REP HEADLINE# 6147296 TRF# E:120525  
\$\$\$ MOD# 3 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP NOV6/12 10.25  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #  
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MIKE FURMAN

3050 K ST NW, SALES PRSN WA- MICK NESCI (H)  
WASHINGTON, DC 20007

ORDER # CONTRACT # 6147296 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1192 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV6/12 10.25

REP: REVISED ORDER  
ZEROED LNS 11, 14  
ADDED LN 29  
NEW TTL 24325  
PLS CFM  
THANKS, MIKE FOR MICK

STA: PLS SEE M6 LATE RUN AND M7 CREDIT  
PLS REVISE  
THX, CHERYL 11/6

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 14  
AGENCY EST# = 1192

11	S		700P-730P	30		\$150.00	11/3	11/3	0		SAT	0
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PROGRAM : NBC 17 NEWS AT 7PM  
CON COM1 : NBC 17 NEWS AT 7PM  
CREDIT TAKEN FOR 1 SPOT(S) MISSED NOV3



REP HEADLINE# 6147296 TRF# E:120525  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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14	S		1130P-1205A	30		\$615.00	11/4	11/4	0		SUN	0
PROGRAM : NBC 17 NEWS AT 11												
CON COM1 : NBC 17 NEWS AT 11												

29	A		1140P-1215A	30		\$615.00	11/4	11/4	1		SUN	1
PROGRAM : LN FOLLOWING NFL												
ORD COM1 : LATE RUN NOTICE: D/T NFL RAN OVER - NEWS AIRED 11:40PM-12:15AM												
ORD COM2 : SPOT AIRED IN NEWS AT 12:13AM												
THIS IS ACCEPTANCE OF A LATE RUN SPOT ON LINE-14												

STATION MAKEGOOD OFFERS:

M6	OK'D	BUY#14	MISSED: SUN/1130P-1205A	NOV4	30S	\$615.00	(NOV6/12)	
			OFFER: SUN/1140P-1215A	NOV4	30S	\$615.00	PLS ADVISE.	
			CMT: LATE RUN NOTICE: D/T NFL RAN OVER - NEWS AIRED 11:40PM-12:15AM					
			CMT: SPOT AIRED IN NEWS AT 12:13AM					

M7	OK'D	BUY#11	MISSED: SAT/700P-730P	NOV3	30S	\$150.00	(NOV6/12)	
			OFFER: NONE					
			CMT: PROGRAM DID NOT AIR 11/3 D/T SPORTS RAN OVERTIME - ALL 7P NEWS SPOTS					
			CMT: PE'D - CREDIT AS FLT IS OVER					

NOV/12	24325.00	CONTRACT TOTAL	24325.00
		TOTAL SPOTS	49

MARKET TOTALS \$244,750 WNCN 10% WRAL 43% WTVB 32% WRAZ 12% WRDC 1% WLFL 2% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP MAY16/12 16.2

5/18/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 14 AGENCY EST# = 1192												
1			1135P-1235A	30		\$170.00	10/30	11/5	4		TU-F,M	4
PROGRAM : TONIGHT SHOW CON COM1 : TONIGHT SHOW												
2			400P-500P	30		\$175.00	10/30	11/5	4		TU-F,M	4
PROGRAM : ELLEN CON COM1 : ELLEN												
3			500P-530P	30		\$215.00	10/30	11/5	5		TU-F,M	5
PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY												



MAY 16/12 16.2  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$250.00	10/30	11/5	4		TU-F,M	4
5			600P-630P PROGRAM : NBC 17 NEWS AT 6P CON COM1: NBC 17 NEWS AT 6P	30		\$305.00	10/30	11/5	4		TU-F,M	4
6			600A-700A PROGRAM : NBC 17 TODAY AT 6A CON COM1: NBC 17 TODAY AT 6A	30		\$210.00	10/30	11/5	4		TU-F,M	4
7			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$550.00	10/30	11/5	4		TU-F,M	4
8			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$200.00	10/30	11/5	2		TU-F,M	2
9			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$240.00	10/30	11/5	3		TU-F,M	3
10			1100P-1135P PROGRAM : NBC 17 NEWS AT 11 CON COM1: NBC 17 NEWS AT 11	30		\$475.00	10/30	11/5	3		TU-SA,M	3
11			700P-730P PROGRAM : NBC 17 NEWS AT 7PM CON COM1: NBC 17 NEWS AT 7PM	30		\$150.00	11/3	11/3	1		SAT	1
12			700A-900A PROGRAM : TODAY CON COM1: TODAY	30		\$200.00	11/3	11/3	1		SAT	1

REP HEADLINE# 6147296  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY16/12 16.2  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			1000A-1100A	30		\$750.00	11/4	11/4	1		SUN	1
			PROGRAM : MEET THE PRESS									
			CON COM1: MEET THE PRESS									
14			1130P-1205A	30		\$615.00	11/4	11/4	1		SUN	1
			PROGRAM : NBC 17 NEWS AT 11									
			CON COM1: NBC 17 NEWS AT 11									
15			600P-630P	30		\$200.00	11/4	11/4	1		SUN	1
			PROGRAM : NBC 17 NEWS AT 6									
			CON COM1: NBC 17 NEWS AT 6									
16			800A-900A	30		\$200.00	11/4	11/4	1		SUN	1
			PROGRAM : SUNDAY TODAY									
			CON COM1: SUNDAY TODAY									
17			815P-1130P	30		\$6,500.00	11/4	11/4	1		SUN	1
			PROGRAM : SUNDAY NIGHT FOOTBALL									
			CON COM1: SUNDAY NIGHT FOOTBALL									
18			800P-1000P	30		\$2,870.00	10/30	10/30	1		TUE	1
			PROGRAM : BIGGEST LOSER									
			CON COM1: BIGGEST LOSER									
19			1000P-1100P 9-10P	30		\$1,700.00	10/31	10/31	1		WED	1
			PROGRAM : LAW & ORDER: SVU									
			CON COM1: LAW & ORDER: SVU									
20			400P-500P	30		\$175.00	11/6	11/6	1		TUE	1
			PROGRAM : ELLEN									
			CON COM1: ELLEN									
21			600A-700A	30		\$210.00	11/6	11/6	1		TUE	1
			PROGRAM : NBC 17 TODAY AT 6A									
			CON COM1: NBC 17 TODAY AT 6A									

*not airing: MG 30sec THURSDAY*



REP HEADLINE# 6147296  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY16/12 16.2  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			700A-900A	30		\$550.00	11/6	11/6	1		TUE	1
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PROGRAM : TODAY SHOW  
 CON COM1: TODAY SHOW

NOV/12 24380.00

CONTRACT TOTAL 24380.00  
 TOTAL SPOTS 49

MARKET TOTALS \$243,800 WNCN 10% WRAL 43% WTVD 32% WRAZ 12% WRDC 1% WLFL 2% CABL 0%  
 ACCURATE SHARES  
 SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES  
 DEMOS- RA35+\*



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Sarah Levene  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

This broadcast time will be used by: Democratic Congressional Campaign Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Democratic Congressional Campaign Committee*  
*430 South Capitol St.*  
*Washington, DC 20003*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Kristie Mark, Chief Operating Officer*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/18/11      *[Signature]*      202 338 8700  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
 Signature                      Printed Name                      Title